

**AMENDMENTS TO THE CLAIMS**

The listing of the claims provided below replaces all prior versions of the claims.

Please cancel claims 5 and 10, and amend claims 1, 4, 8, 9, 11, 15 and 20 as follows:

1. (Currently Amended) A method of producing a lenticular novelty item interactively via the Internet, the method comprising the steps of:
  - transmitting a plurality of graphic images indicative of a plurality of predetermined theme choices from a server to a client device via the Internet;
  - receiving a theme identifier at the server from the client device via the Internet, the theme identifier identifying one of the plurality of predetermined theme choices, the identified theme including a foreground image, an interior image, and a background image;
  - receiving a digital image at the server from the client device via the Internet;
  - digitally combining at least a portion of the background image, at least a portion of the received digital image, and at least a portion of the foreground image, and interleaving the interior image with the received digital image, to create a final lenticular composite image;
  - printing the final lenticular composite image to produce a printed image;
  - affixing a lenticular surface to the printed image to produce the lenticular novelty item;
  - receiving a shipping address at the server from the client device via the Internet; and causing the lenticular novelty item to be shipped to the shipping address.
2. (Previously Presented) A method as defined in claim 1, further comprising the step of transmitting a graphical representation of the final lenticular composite image to the client device via the Internet.
3. (Previously Presented) A method as defined in claim 2, wherein the step of transmitting a graphical representation of the final lenticular composite image comprises the step of transmitting data indicative of a plurality of two dimensional frames sequenced to produce a three dimensional illusion representing the final lenticular composite image.

4. (Currently Amended) A method as defined in claim 1, wherein the step of digitally combining comprises the steps of:

retrieving a lenticular composite background image;

retrieving a lenticular composite foreground image;

deleting a portion of the lenticular composite background image to create a specialized background image, the portion of the lenticular composite background image deleted being dependant on the captured digital image;

deleting a portion of the received digital image to create a specialized interior image, the portion of the received digital image deleted being dependant on the lenticular composite foreground image; and

digitally combining the specialized background image, the specialized interior image, and the lenticular composite foreground image to create the final lenticular composite image.

5: (Cancelled)

6. (Original) A method as defined in claim 1, further comprising the step of printing a lenticular registration mark on the printed image, the lenticular registration mark facilitating rotational positioning of the lenticular surface on the printed image and axial positioning of the lenticular surface on the printed image.

7. (Original) A method as defined in claim 1, wherein the step of affixing a lenticular surface to the printed image comprises the step of affixing a lenticular surface including an adhesive material exposed by peeling back a cover layer.

8. (Currently Amended) An apparatus for producing a lenticular novelty item interactively via the Internet, the apparatus comprising:

a network receiver structured to receive a theme identifier and a digital image, the theme identifier identifying one of a plurality of predetermined themes;

a memory device operatively coupled to the network receiver, the memory device storing a foreground image, an interior image, and a background image associated with the identified theme;

an integration module operatively coupled to the network receiver and the memory module, the integration module being structured to combine at least a portion of the background image, at least a portion of the received digital image, at least a portion of the interior image, and at least a portion of the foreground image to create a final lenticular composite image;

an interlacer structured to generate a composite interior image using the received digital image and the interior image stored in the memory device; and

a printer driver operatively coupled to the integration module, the printer driver being structured to cause a printer to print the final lenticular composite image.

9. (Currently Amended) An apparatus as defined in claim 8, ~~further comprising~~  
~~an wherein the interlacer is further~~ structured to generate a lenticular composite background image and a lenticular composite foreground image.

10. (Cancelled)

11. (Currently Amended) An apparatus as defined in claim 8, wherein the integration module is structured to:

retrieve a lenticular composite background image;

retrieve a lenticular composite foreground image;

delete a portion of the lenticular composite background image to create a specialized background image, the portion of the lenticular composite background image deleted being dependant on the received digital image;

delete a portion of the received digital image to create a specialized interior image, the portion of the received digital image deleted being dependant on the lenticular composite foreground image; and

digitally combine the specialized background image, the specialized interior image, and the lenticular composite foreground image to create the final lenticular composite image.

12. (Previously Presented) An apparatus as defined in claim 8, wherein the printer driver is structured to print a lenticular registration mark on the final lenticular composite image, the lenticular registration mark facilitating rotational positioning of the lenticular surface on the final lenticular composite image and axial positioning of the lenticular surface on the final lenticular composite image.

13. (Previously Presented) An apparatus as defined in claim 8, further comprising a network transmitter operatively coupled to the integration module, the network transmitter being structured to transmit a graphical representation of the final lenticular composite image to a client device via the Internet.

14. (Previously Presented) An apparatus as defined in claim 13, wherein the graphical representation of the final lenticular composite image comprises data indicative of a plurality of two dimensional frames sequenced to produce a three dimensional illusion.

15. (Currently Amended) A method of producing a lenticular novelty item interactively via the Internet, the method comprising the steps of:

- generating a lenticular composite background image;
- generating a lenticular composite foreground image;
- receiving a digital image at a server from a client device via the Internet after the steps of generating the lenticular composite background image and the lenticular composite foreground image;
- deleting a portion of the lenticular composite background image to create a specialized background image, the portion of the lenticular composite background image deleted being dependant on the received digital image;
- deleting a portion of the received digital image to create a specialized digital image, the portion of the received digital image deleted being dependant on the lenticular composite foreground image;
- digitally combining the specialized background image, the specialized digital image, and the lenticular composite foreground image to create a multiple lenticular composite image;
- printing the multiple lenticular composite image to produce a printed image;
- affixing a lenticular surface to the printed image to produce the lenticular novelty item;
- receiving a shipping address at the server from the client device via the Internet; and causing the lenticular novelty item to be shipped to the shipping address.

16. (Previously Presented) A method as defined in claim 15, further comprising the step of transmitting a graphical representation of the multiple lenticular composite image to the client device via the Internet.

17. (Previously Presented) A method as defined in claim 16, wherein the step of transmitting a graphical representation of the multiple lenticular composite image comprises the step of transmitting data indicative of a plurality of two dimensional frames sequenced to produce a three dimensional illusion representing the multiple lenticular composite image.

18. (Original) A method as defined in claim 15, further comprising the step of receiving a theme identifier, the theme identifier identifying one of the plurality of predetermined theme choices.

19. (Original) A method as defined in claim 18, wherein a theme identified by the theme identifier includes an interior image and further comprising the step of interleaving at least a portion of the received digital image with the interior image.

20. (Currently Amended) A method as defined in claim 18, wherein a theme identified by the theme identifier includes the lenticular composite background image and the lenticular composite foreground image.

21. (Original) A method as defined in claim 15, further comprising the step of printing a lenticular registration mark on the printed image, the lenticular registration mark facilitating rotational positioning of the lenticular surface on the printed image and axial positioning of the lenticular surface on the printed image.

22. (Original) A method as defined in claim 15, wherein the step of affixing a lenticular surface to the printed image comprises the step of affixing a lenticular surface including an adhesive material exposed by peeling back a cover layer.